



## Digital Marketing and Communications Manager

### About CORRAL

CORRAL is a faith-motivated, non-profit that acts as an intervention program for adolescent girls in high-risk situations in the Triangle Area. Our participants may be “high-risk” due to socioeconomic status, trauma such as neglect, abuse, or, more frequently, a combination of these situations. We pair high-risk girls between the ages of 11 and 18 with rescued horses to promote healing, transformational growth, and ultimately, lasting life change. CORRAL is intended as a long-term intervention for the participants, requiring a minimum of one year’s commitment from each girl upon enrollment. Our staff provides intensely personal and high contact programming that includes only the uppermost standards of literacy and academic tutoring, vocational training, and equine assisted therapy programs, as well as, individual and group mental health sessions. CORRAL Riding Academy fulfills Wake County’s need for positive youth interventions by not only providing high-risk girls with positive interventions, but by equipping them with the life skills and career tools they will need to succeed in their adult lives.

### Diversity Statement

CORRAL aims to serve the highest risk girls in our community. Among those risk factors is the influence of systemic racism. As members of a marginalized population, young people of color are statistically more likely to have negative health, academic and economic outcomes. Understanding this context, CORRAL bears the same responsibility to heal the trauma our girls have experienced due to systemic racism just as much as more commonly understood forms of trauma ie. physical or emotional abuse.

*CORRAL is committed to creating a diverse, equitable and inclusive environment and is proud to be an equal opportunity employer. Diversity is more than a commitment at CORRAL—it is the foundation of what we do. We are committed to walking with ALL stakeholders on a journey of anti-racism. We are fully focused on equity and justice. All qualified applicants are encouraged to apply.*

### Job Description

If you live and breathe digital marketing and have a heart for non-profits, we want to talk to you. We are looking for a Digital Marketing & Communications Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels. You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution.

The Marketing Manager is responsible for relaying CORRAL’s mission, vision, and core values to the local and global community. Your work must compel others to join in our mission so that we can support the financial success of the organization. You will utilize various mediums, with a heavy emphasis on digital marketing platforms, to create and share content that is easily digestible and audience specific. The CORRAL team is big on collaboration, so you must have an ability to demonstrate positive team interactions with other staff members. As a manager, you will lead staff members, committees, and volunteers to ensure the timely completion of all marketing and communications-related projects.

Hours: This is a full-time role with typical, but flexible, office hours of 9a–5p Monday–Friday. Some evenings and Saturdays required (scheduled in advance). CORRAL’s development staff work remotely Mondays and

Fridays and in the office Tuesdays -Thursdays. This position will report directly to the Director of Business Operations.

### Overall Marketing & Communications Responsibilities

- The Marketing Manager will manage creative strategy, site development and execution of annual marketing strategy that will support the fundraising plan for the organization. This role will also create communication plans and digital strategies. This manager will also be expected to review data and analytics for each campaign for the purposes of continuous improvement.
- The Marketing Manager will use behavioral data of volunteers and donors to create segmented marketing efforts to inspire current donors while also recruiting new donors. The individual will utilize CORRAL's CRM (Salesforce) and Pardot to segment and communicate with all champions and prospects. This manager will also leverage Social Media data, Google Analytics and SEO to increase the digital footprint of the organization.
- This manager will work directly with a team of 10–20 volunteers to support the marketing function of the organization. Volunteers may include copywriters, designers, digital marketers, communication professionals or public relations professionals. This manager will also supervise marketing / communications interns.
- The Marketing Manager will manage the brand of CORRAL, ensuring consistent use of CORRAL's identity to effectively promote the program. The position will be responsible for email marketing, copywriting, social media, website maintenance, developing drip campaigns and overseeing the development of any print collateral. All marketing collateral is expected to engage supporters and maximize fundraising opportunities.
- All staff are expected to represent CORRAL as a public advocate in the community and on the farm.

### Digital Marketing Technical Responsibilities:

- Develop tracking strategy to attribute leads in Salesforce to appropriate campaigns.
- Develop compelling online content to achieve both visibility and engagement using persona targeting and cross marketing effort for account based marketing.
- Monitor, measure and analyze marketing performances to reach appropriate KPI and to optimize go-to-market strategies.
- Establish digital KPI's, reports and dashboards, digital marketing best practices, governance and processes.
- Develop marketing objectives, cross-channel tactics, CRM and optimization methodology for lead acquisition and conversion. Plan, execute, and measure experiments and conversion tests
- Identify opportunities for improvement through constituent research, usability, analytics, and partnering with industry experts.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Identify trends and insights, and optimize spend and performance based on the insights
- Collaborate with internal teams to create landing pages and optimize user experience

### Required Qualifications

- 3–5 years of marketing experience, including digital marketing
- Experience with SEO, Wordpress, Google Analytics, Pardot and/or Salesforce
- Demonstrated excellence in project management
- Excellent written and verbal communication skills

- Experience managing others
- Experience with digital & marketing analytics
- Experience with successful utilization of social networking tools
- BS/MS degree in marketing or a related field
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics, CEO Optimization)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints

### Preferred Qualifications

- An eye for design and experience with layout
- Experience in the nonprofit sector
- An understanding of the donor journey and cycle
- Aware of and involved with citywide and community issues relevant to CORRAL's mission

### Key Performance Indicators

- Improve donor retention rate to 60% of donors
- Grow annual revenue for Annual Campaign by 10%.
- Convert 25% of new volunteers to givers.
- Grow leads by 10% annually.
- Increase the number of returned donors by 10% annually.
- Retain 60% of existing donors next year.
- Recruit 10% more donors next year
- Lead a volunteer team in line with the PES volunteer health standards of the organization
- 35% conversion rate from lead to champion
- Stay within the marketing budget annually
- Diversify volunteer force to more closely reflect Wake County's demographic profile\*
- Increase Facebook and Instagram reach and engagement by 10% and LinkedIn by 20%
- Maintain average open rate of 30% for email marketing
- Develop a baseline keyword impressions indicator
- Develop a baseline website traffic indicator
- Develop a visitor to lead baseline conversion rate
- Develop a baseline an MQL & SQL process

**Salary:** \$58,500 - \$65,000 commensurate with experience and qualifications. This is a salaried, full time position as part of CORRAL staff. We are not looking for professional services or contract services. Additional employee benefits available, including medical, dental and vision coverage. Flexibility for remote work available at 0.5 FTE.

To apply for this position, please send a resume and cover letter to Neyra Toledo-Osorio, Director of Business Operations, at [jobs@corralriding.org](mailto:jobs@corralriding.org). Deadline to apply is \_\_\_\_\_.